

CLAIM AMENDMENTS

Please cancel claims 2-38.

Please add new claims 39-48.

39. (New) A method of polling comprising the steps of:

a) receiving broadcast programming, the broadcast programming containing programming and questions;

b) receiving a transmitted Internet address, wherein the Internet address specifies a web site;

c) retrieving the web site containing the questions and having the ability for a user of website to answer the questions broadcast on the programming; and

d) providing the results of the answers in relative synchronicity with the corresponding programming.

40. (New) A method as claimed in claim 39 wherein the internet address is directly transmitted separately from the broadcast.

41. (New) A method as claimed in claim 39 wherein the question is broadcast on a television program displayed in relative synchronicity with the programming.

42. (New) A method of providing education comprising the steps of:

a) receiving broadcast programming, the broadcast programming containing programming, and the broadcast programming being selectively a television broadcast program;

b) receiving a transmitted Internet address, wherein the Internet address specifies a web site corresponding to the programming;

c) retrieving the website; and

d) displaying the web site containing questions corresponding with the programming.

43. (New) A method as claimed in claim 42 wherein the internet address is directly transmitted separately from the broadcast.

44. (New) A method as claimed in claim 42 wherein the website is displayed in relative synchronicity with the programming.

45. (New) The method of claim 42 wherein the web site corresponding to the programming offers information about a question in the programming to the user.

46. (New) A method of obtaining profiling data comprising the steps of:

- a) transmitting a broadcast programming, selectively a television broadcast;
- b) transmitting an Internet address, wherein the Internet address specifies a web site corresponding to the programming;
- c) permitting retrieval of the website by a user;
- d) permitting display of the web site corresponding with the programming,
whereby the web site contains information requiring a response from a user; and
- e) collecting and summarizing responses from users thereby to obtain a profile of users and their responses.

47. (New) A method as claimed in claim 46 wherein the internet address is directly transmitted separately from the broadcast.

48. (New) A method as claimed in claim 46 wherein the website is displayed in relative synchronicity with the programming.